ΑΡΙΘΜΟΣ 4388

ΠΡΑΞΗ ΚΑΤΑΘΕΣΗΣ ΕΓΓΡΑΦΟΥ

Στην Αθήνα σήμερα στις είκοσι έξι (26) του μηνός Σεπτεμβρίου του έτους δύο χιλιάδες (2000) ημέρα Τρίτη, στο συμβολαιογραφείο μου που βρίσκεται στην οδό Εμμανουήλ Μπενάκη αριθμός 25, στον δεύτερο (Β) όροφο πολυώροφης οικοδομής (αριθμός γραφείου 4) συνιδιοκτησίας εμού και του συζύγου μου, σε μένα τη Συμβολαιογράφο Αθηνών και κάτοικο Γλυφάδας Αττικής **ΠΑΡΑΣΚΕΥΗ σύζυγο Γρηγορίου ΚΟΥΤΣΟΠΟΥΛΟΥ το γένος Γεωργίου ΧΑΤΖΗΑΝΤΩΝΙΟΥ,** με έδρα την Αθήνα παρουσιάστηκε ο ικανός προς δικαιοπραξία και μη εξαιρούμενος από το νόμο κ. Λέανδρος Κοντογούρης του Λεωνίδακαι της Κυβέλης, Οικονομολόγος, που γεννήθηκε στην Αθήνα το έτος 1972, κάτοικος Νέου Ψυχικού Αττικής, οδός 28ης Οκτωβρίου αρ.82, κάτοχος του δελτίου αστυνομικής ταυτότητας υπ'αριθμόν Π.058.207 που εκδόθηκε την 8-6-1989 από το Τ.Α Ν.Ψυχικού, ο οποίος ζήτησε τη σύνταξη της παρούσας για να καταθέσει σε μένα την Συμβολαιογράφο το παρακάτω έγγραφο, γραμμένο στην αγγλική γλώσσα, το οποίο αποτελείται από έξι (6) συνεχόμενα φύλλα και την μετάφρασή του στην ελληνική γλώσσα, νόμιμα χαρτοσημασμένο για φύλαξη και για να του παρέχω όποτε ζητήσει μόνο αυτός και κανένας άλλος επίσημο αντίγραφό του, και αφορά την ΚΑΤΟΧΥΡΩΣΗ ΠΝΕΥΜΑΤΙΚΩΝ ΤΟΥ ΔΙΚΑΙΩΜΑΤΩΝ **ΤΙΤΛΟΣ ΕΓΓΡΑΦΟΥ: SOFTWARE WITH APPLICATION IN NEW ECONOMY FOR THE DISPLAY OF AD BANNERS IN A FORMAT THAT REQUIRES USERS' INPUT TO**
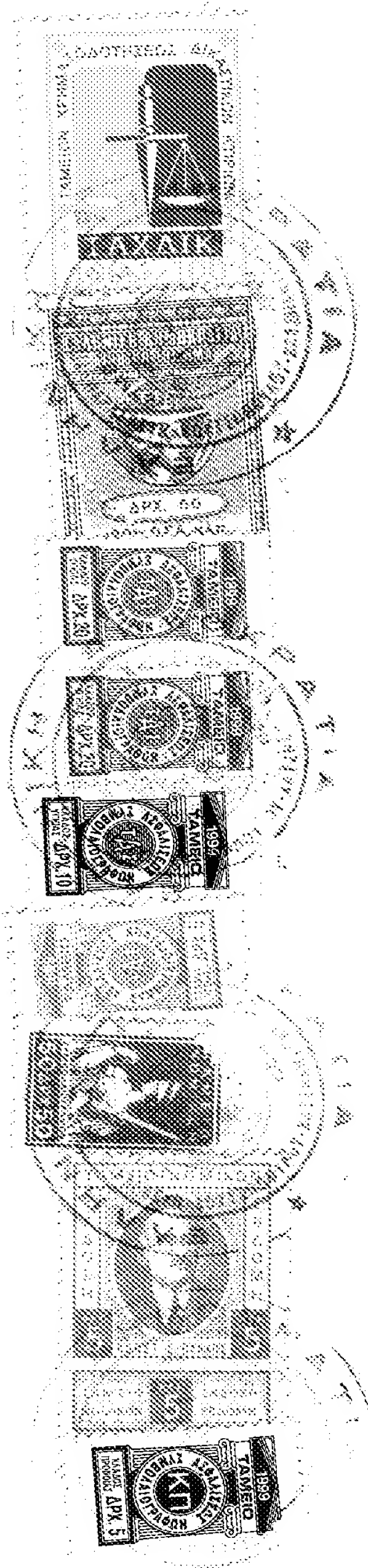
ALLOW FREE ACCESS TO USERS' PREFERRED ELECTRONIC DESTINATION.

(ΛΟΓΙΣΜΙΚΗ ΕΦΑΡΜΟΓΗ ΣΤΙΣ ΤΕΧΝΟΛΟΓΙΕΣ ΤΗΣ ΝΕΑΣ ΟΙΚΟΝΟΜΙΑΣ ΓΙΑ ΤΗΝ ΠΑΡΑΒΟΛΗ ΔΙΑΦΗΜΙΣΕΩΝ ΠΟΥ ΑΠΑΙΤΟΥΝ ΑΜΦΙΔΡΟΜΗ ΕΠΙΚΟΙΝΩΝΙΑ ΑΠΟ ΤΟΥΣ ΧΡΗΣΤΕΣ ΓΙΑ ΤΗΝ ΠΑΡΟΧΗ ΠΡΟΣΒΑΣΗΣ ΣΤΟΝ ΠΡΟΟΡΙΣΜΟ ΕΠΙΛΟΓΗΣ ΤΟΥΣ.)

Οι παραπάνω δηλώσεις του εμφανισθέντος καταχωρήθηκαν στην πράξη αυτή σε .....ένα... (.1.) φύλλο. για το οποίο εισπράχθηκαν για τέλη και δικαιώματά μου δραχμές

με ένα αντίγραφο, και αφού διαβάστηκε καθαρά και μεγαλόφωνα στον εμφανισθέντα ο οποίος την άκουσε , τη βεβαίωσε , συμφώνησε στο περιεχόμενό της και την υπογράψαμε αυτός και εγώ και όπως ορίζει ο Νόμος.

Ο ΕΜΦΑΝΙΣΘΕΙΣ   Η ΣΥΜΒΟΛΑΙΟΓΡΑΦΟΣ

Λ.Κοντογούρης

Software with application in New Economy for the display of ad banners in a format that requires users' input to allow free access to users' preferred electronic destination.

Description

The proposed innovative method of advertising applies to cyberspace, interactive digital television (iDTV) and cellular telephony (through WAP, UMTS or subsequent generations). It concerns the obligation of users to submit applicable data to the applet. Prior to the reception of an accurate answer, the banner will block accessibility to the user's desired destination.

The submission and dispatch of the accurate answer results in the disappearance of the ad banner and:

⇒ Either free access into the user's pre-selected electronic destination, [1]or

⇒ The transfer to the next stage of electronic ad (e.g., the transfer to a subsequent message of the same product, or the commencement of another ad.)

Concerning the Internet, the aforementioned procedure differs from the existing ones in cyberspace (page-contained "banners" and "pop-ups").[2] Today, there is no precedence for this format of advertising in cellular telephony or iDTV.

If users choose not to make use of the applet's primary function, they will have the alternative option of exiting the browser or ask for another URL (which may or may not use the proposed applet). With iDTV and cellular telephony, users will be able to cancel their entry choice to pass on the next page or table, and therefore will be able to return to the previous level.

It is possible that the submission of the users' responses may take place in various ways:

⇒ By typing or speaking to a microphone the name of a product, brand or other data that is relevant or that is provided by the ad banner

⇒ By selecting a specific answer to multiple choice questions with the use of peripherals [3]

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[1] For example, the access to free ISP's, the viewing of standalone or linked web pages, viewing content that is designed to be viewed with the use of other applets (like RealPlayer), or the appearance of pages in iDTV and cellular telephony.

[2] "Pop-ups" are currently web pages of common format only with advertising content and, thus, they allow users to close the window either through the menu functions, or by hitting the "X" button in the upper right corner. This will not be possible with the proposed applet.

⇒ By drawing shapes, logos or letters with the mouse, stylus or other similar peripheral tool for entering elements that can be translated to electronic data.

It is possible that the applet will automatically detect the peripherals that the user has in place. This way, the applet will be able to tailor the format of the ad accordingly, so that it may receive users input with the preferred peripheral tools of the latter. Users can also determine this in advance, through customizing their settings of the applet.

To accelerate the exchange of data and minimize the delay of users in reaching their chosen final destination, it is aforethought that possibly part of the applet may be installed in advance in user equipment. Similarly, it is possible that "cookies" may be sent, following users' consent, in order to draw conclusions concerning the purchasing behavior and segmentation profile of users. This way, the kind of proposed ads and products may be adjusted to their profiles for the user benefit, as they will be more relevant. Similarly it is possible that users may determine their profiles themselves by completing electronic questionnaires) in order to determine the ad themes that are of interest and appeal to them.

Also, concerning the use of the proposed applet in the Internet, the following may be available:

⇒ The ability to directly access the web page of the advertised company, through clicking on built-in links

⇒ The ability to store ads or their respective links in the "favorites" folder

⇒ Giving users the choice to request an automatic reminder of the same ad at a later time.

Concerning the obligation of users to view ad messages, it is possible that the software may alternatively offer the direct purchase of website subscription, which will allow uninterrupted visit to the site, an experience similar to that of visiting web sites that would not make use the proposed applet. Also, proper configuration of the applet may allow users to postpone the viewing of ads and postpone the start of the procedure for a subsequent time.

Also, to prevent users' deception, it is possible that users may be warned in advance about the number of ad banners that will follow. Alternatively, with proper configuration of the applet' properties, users may wish to block or otherwise exclude

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[3] As an indication, such peripherals may be the mouse, a stylus, a joystick, the arrows on the keyboard of computers or cellular phones, or other control peripherals.

electronic destinations that require the display of more than a chosen number of ads before the destinations can be viewed.

Finally, it is possible that users may be able to accumulate points from having viewed ads in block prior to their browsing session. This credit may be consumed during the browsing session for free access to their destinations.

Claims

1. The first stage of the proposed software applet concerns the appearance of a sizeable ad banner, following the selection of a URL or other electronic destination by a user, but prior to the transfer to this destination or the start of another software application (e.g., the viewing of a video-clip, or listening to a piece of music)

   At a second stage, for the ad banner to disappear, the user must respond to the content of the advertisement and properly answer the ad's question, by means of any plugged-in peripherals. By responding to the question, users register the ad message and acknowledge having done so.

   By correctly answering questions, users are either directly transferred to a subsequent ad banner or gain free access to their selected URL destination (for the internet) or the table/page (for interactive TV and cellular telephony.)

   The introduction of ads strengthens the role of advertisement as a sustainable source of revenue for website owners or those providing services in iDTV and cellular telephony.

2. In accordance to claim 1, the software may automatically detect the presence and operation of peripherals and customize the format of the ad banner for the appropriate reception of answers.

3. It is possible that a large part of the software may be installed in advance in the memory of the users' equipment (computers, cellular telephone, iDTV decoder, etc.) with the aim of faster transfer of ad data and faster completion of the entire proposed procedure.

4. Through the use of third-party databases, the proposed application may automatically recognize the consumer profile of users and adjust the content and category of advertised brands or products accordingly. Users may be able to fill out questionnaires with which they will determine their marketing segment. In the contrary case, the ad content may be common to all those users that have

chosen not to select their desired category of ads. Also, it is possible that "cookies" may be sent to the users system to assist the collection of such data to draw sounder conclusions.

5. It is possible that the applet may offer the registration and purchase of subscription for a fee so that the procedure described in claim1 is avoided.

6. Following a proper configuration of the system by users, it is possible that messages may be made to appear consecutively one after another in blocks or to be shown intermittently in a dispersed fashion during the web surfing session.

7. It is possible that the users may be informed beforehand about the number of messages that will follow before allowing them access to their desired electronic destination. Similarly, users may choose to exclude destinations that require more than a preset number of ads, either consecutively or in intervals.

8. When the applet is used for the World Wide Web, users may exit their browsers or seek to reach a new URL destination at any time.

9. It is possible that users may be credited with viewing units, if they choose to view ads prior to their visits of websites. Such credit of ad-viewing units may be consumed at a later stage in order to visit web URLs without interruption.

10. Similarly to claim 9, to obtain free access to URLs that use the proposed software, other web currencies (like "travel miles" or "beenz") may be used instead, when translated with an appropriate exchange rate.

Indicative process flow-chart of proposed applet
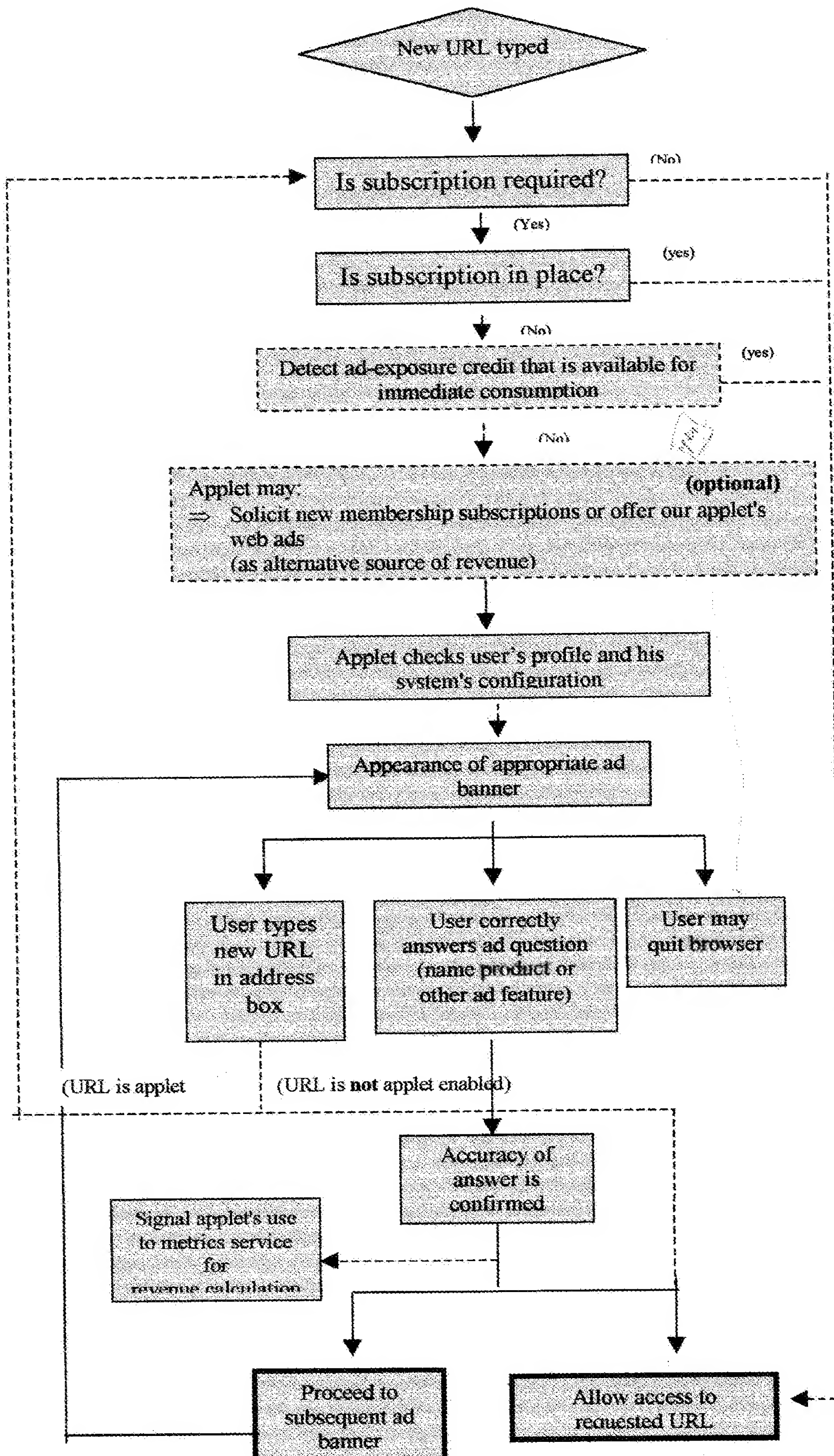
Remarks

Either through clicking on the URL link of previous web page or by typing it in address box

```
        ┌──────────────────────┐
        │    New URL typed      │
        └──────────────────────┘
                  │
                  ▼
        ┌──────────────────────┐         (No)
        │ Is subscription       │
        │ required?             │
        └──────────────────────┘
                  │ (Yes)
                  ▼
        ┌──────────────────────┐         (yes)
        │ Is subscription       │
        │ in place?             │
        └──────────────────────┘
                  │ (No)
                  ▼
        ┌──────────────────────┐         (yes)
        │ Detect ad-exposure    │
        │ credit that is        │
        │ available for         │
        │ immediate consumption │
        └──────────────────────┘
                  │ (No)
                  ▼
```

Applet may: **(optional)**
⇒ Solicit new membership subscriptions or offer our applet's web ads (as alternative source of revenue)

optional step prior to accessing requested URL.
⇒ give option to: - proceed,
                  - seek other URL,
                  - quit browser

```
        ┌──────────────────────┐
        │ Applet checks user's  │
        │ profile and his       │
        │ system's configuration│
        └──────────────────────┘
                  │
                  ▼
        ┌──────────────────────┐
        │ Appearance of         │
        │ appropriate ad banner │
        └──────────────────────┘
```

1. Check viewer's profile to match with selection of ads
2. Detect other tools for entering data (drawing pads, mics, etc.)

Masking or otherwise blocking view and access to URL

```
    ┌──────────────┐  ┌──────────────┐  ┌──────────────┐
    │ User types   │  │ User correctly│  │ User may     │
    │ new URL      │  │ answers ad    │  │ quit browser │
    │ in address   │  │ question      │  │              │
    │ box          │  │ (name product │  │              │
    │              │  │ or other ad   │  │              │
    │              │  │ feature)      │  │              │
    └──────────────┘  └──────────────┘  └──────────────┘
```

User answers by means of
⇒ Mouse (if MCQ)
⇒ Keyboard (if typing is required)
⇒ Microphone (if answer is provided verbally)

(URL is applet   (URL is **not** applet enabled)

```
        ┌──────────────────────┐
        │ Accuracy of           │
        │ answer is confirmed   │
        └──────────────────────┘

    ┌──────────────────────┐
    │ Signal applet's use   │
    │ to metrics service    │
    │ for                   │
    │ revenue calculation   │
    └──────────────────────┘

    ┌──────────────────┐      ┌──────────────────┐
    │ Proceed to       │      │ Allow access to  │
    │ subsequent ad    │      │ requested URL    │
    │ banner           │      │                  │
    └──────────────────┘      └──────────────────┘
```

Offsets and ad-space exchanges

Product manufacturer	Advertising Agency or Mktg. Director	Applet's Website	Ad hosting Website	Viewers (Public)
Determines: - Ad agency - Campaign budget - Targeted segment	- Creates ad content - Targets segments - Orders number of impressions to the applet's Website - Selects websites - Pays token/	- Tracks websites' visits and applet's use - Bills advertised companies (or agencies) and collects payments - Retains commission and distributes revenues to websites - Creates reports - Schedules ads display (may auction out timing slots) - Allocates ads to affiliated websites according to stakeholders'	Determines its optimum "tolling policy" $\Rightarrow$ number of ads per contained item ("content utility/ consumer aversion" ratio)	- Choose their profiles and fields of interest to receive more pleasing and relevant content - Accumulate ad-viewing points for future unobstructed viewing.